Rating

0.00

Net Amount

\$7,250.50

## ORDER

Orders Order / Rev: 54229 9804724 /Brad Alt Order #: **EUGENE DEPASQUALE** Product Desc: WHP-TV CBS21 2182 Estimate: Flight Dates: 10/30/12 - 11/06/12 Primary AE: Millennium Washington DC **MNAT** Original Date / Rev: 09/05/12 / 09/05/12 Sales Office: Order Type: **GENERAL** Sales Region: National **Buying Time Media** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 650 Massachusetts Ave NW Billing Cycle: EOM/EOC Washington, DC 20001 Agency Commission: 15% Advertiser Depasquale/D/PA Auditor General Name: A35+ Demographic: New Business Thru: **Product Codes:** State Elections Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: AGY, POL-CAND, GEN Revenue Codes: Agency External ID: Bill Plan

Millennium Washington DC

**End Date** 

Start Date

10/29/12	11/05/12	26	\$8,530.00	\$7,250.50	November 2012	26	\$8,530.00	\$7,250.50	0.00
					Totals	26	\$8,530.00	\$7,250.50	0.00
Account Exec	cutives								
Account Execu	utive	Sales Office	Sales Region	Start Date / I	End Date	Order %			

Start Of Order - End Of Order

Net Amount

**Totals** 

Month

November 2012

# Spots

100%

26

Gross Amount

\$8,530.00

Order Share	Share	Total
WHP-TV CBS21	17%	\$8,530.00
Market	100%	\$50,176.47

# Spots

Gross Amount

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	58%	\$29,102.35
WHTM	19%	\$9,533.53
WLYH	0%	\$0.00
WPMT	6%	\$3,010.59

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1 WHP	10/30/12	2 11/05/12	M-F 5p-530p Ne	ws CM	5p-530p	11111	:30	5	\$175.00 P-2	0.00 NM	5	\$875.00
			CBS 21 News a	t 5p								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	- 1111	4	\$175.00	0.00						
Week: 11	/05/12	11/11/12	1	1	\$175.00	0.00						
N 2 WHP	10/31/12	2 11/02/12	M-F 530p-6p Ne	ws CM	530p-6p	1- 1	:30	2	\$175.00 P-2	0.00 NM	2	\$350.00
			CBS 21 News a	t 530p								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	1-1	2	\$175.00	0.00						
N 3 WHP	10/30/12	2 11/05/12	M-F 6p-630p Ne	ws CM	6p-630p	11111	:30	5	\$200.00 P-2	0.00 NM	5	\$1,000.00
			CBS 21 News a	t 6p								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	- 1111	4	\$200.00	0.00						

Print Date: 09/05/12 14:52:26 Page 2 of 2

Totals

26

\$8,530.00

Order / Rev: 54229 Advertiser: Depasquale/D/PA Auditor General

Alt Order #: 9804724 /Brad Product Desc: EUGENE DEPASQUALE WHP-TV CBS21

Flight Dates: 10/30/12 - 11/06/12 Estimate: 2182

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 3 WHP	10/30/1	2 11/05/12	M-F 6p-630p News	CM	6p-630p	11111	:30	5	\$200.00 P-2	0.00 NM	5	\$1,000.00
			CBS 21 News at 6p									
Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	<u>Rating</u>						
Week: 11/	/05/12	11/11/12	1	1	\$200.00	0.00						
N 4 WHP	10/30/1	2 11/05/12	M-F 7p-730p	CM	7p-730p	11-1	:30	3	\$700.00 P-2	0.00 NM	3	\$2,100.00
			M-F 7p-730p									
Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	- 1- 1	2	\$700.00	0.00						
Week: 11/	/05/12	11/11/12	1	1	\$700.00	0.00						
N 5 WHP	10/31/1	2 11/05/12	M-F 730p-8p	CM	730p-8p	1- 1- 1	:30	3	\$800.00 P-2	0.00 NM	3	\$2,400.00
			M-F 730p-8p									
Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	1- 1	2	\$800.00	0.00						
Week: 11	/05/12	11/11/12	1	1	\$800.00	0.00						
N 6 WHP	11/03/1	2 11/04/12	Sa-Su 6p-630p News	RoCM	6p-630p	11	:30	2	\$140.00 P-2	0.00 NM	2	\$280.00
			CBS 21 News at 6p									
N 7 WHP	11/04/1	2 11/04/12	Su 11p-1130p News	СМ	11p-1130p	S	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
			CBS 21 News at 11p						,			•
N 8 WHP	11/04/1	2 11/04/12	CBS Sun Morning	CM	9a-1030a	S	:30	1	\$275.00 P-2	0.00 NM	1	\$275.00
IN O VVIII	11/04/1	2 11/04/12	CBS Sun Morning	Civi	3a-1030a	5	.50	•	Ψ213.001-2	U.UU INIVI	'	Ψ273.00
N 9 WHP	10/30/1	2 10/30/12	CBS This Morning	CM	7a-9a	- T	:30	1	\$75.00 P-2	0.00 NM	1	\$75.00
			CBS This Morning									
N10 WHP	10/30/1	2 11/05/12	M-F 11p-1135p News	CM	11p-1135p	11-1	:30	3	\$325.00 P-2	0.00 NM	3	\$975.00
			CBS 21 News at 11p									
Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	- 1- 1	2	\$325.00	0.00						
Week: 11	/05/12	11/11/12	1	1	\$325.00	0.00						